

April 24, 2019
Aspen Next Generation Advisory Commission
Meeting Agenda 5:30 p.m.
Sister Cities, Aspen City Hall

Attendees: Morris, Christine, Ashley, Kimbo, Matt

Absent: Mitzi, Hillary, Nicky

I. Call to Order

II. New member introduction / round table / goal setting

- Morris and Alex introductions to the group

Ideas discussed at last week's meeting with Christine, Kimbo, Morris, and Alex:

- Including a "Kudos Section" in future newsletters to highlight positive items happening in the community - e.g. oversupplying employee housing
- Reach out to Candice with Local Market to host a round table discussion and possible structure/format (dinner, wine and apps, etc.)
 - Possible invites - Bill Stirling, Ward, Chuck Frias, Ruthie Brown, Jim Light, Jenny Harris, Jimmy, Craig/Samantha, Rob Ittner, Barkley Dodge, Corinne Devore, Nicky's parents, Dave Conorough, Andy Hecht
 - Send out questions before to the guests who RSVP:
 - In your time in the valley... what's worked, what hasn't?
 - What do you wish you've done differently?
 - What advice do you have for our generation? Future generations?
 - Thoughts on APCHA, how has it changed, is it working? How could it be improved?
- Kimbo: Quick recap on Aspen Institute breakfast - a discussion of challenges in the community
 - How to keep people here
 - Issues for hiring
 - Regional efforts - expanding the school district

- Suggestion to consider a format similar to this breakfast for Aspen Next Gen... ask the institute to host one, target other business owners, etc. similar to the mayoral conversations facilitated by Skippy

III. Communication plan for May

Ashley: Social Media - goals

- What, why and where we are posting
- Purpose: inform and engage our demographic
- Ideas: be posting relevant topics
 - Roll out plan... Start with a picture that says “hi we are nextgen” (insert: group photo to be taken at upcoming meeting on May 29th)
 - Introduce the faces of next gen - posting face shot - e.g. Morris, account, this is who he is and why he’s part of next gen
 - Engage: yes/no -
 - Rules... Ashley met with Jim True (City Attorney)
 - anything that is going to be voted on we are not allowed to have a position (for more information, refer to x site) - no promotion - facts and both sides
 - Articles - not for or against
 - Aspen Daily News Weekly roundup is a good model (Kimbo)
 - Christine will be sharing Instagram credentials - post responsibly
 - Something is in question
 - Torre coming to next meeting May 29th

Discussion of being a city-sanctioned board... discussion of being a PAC vs. city board - losing our clout by disassociating

- Communication and plan - keep city staff/officials involved
- This is the current perception... look to know where we stand - what direction does the city see us/them headed
- Link to the newsletter sign up link in Instagram bio

Other input -

- Aspen vibes email blast sending out emails once a day of happenings in and around Aspen - mentioned by Matt
- Aspen survey (Not sure the organization) requiring a login to participate in the survey...

MAY NEWSLETTER

- Newsletter Stats: 27% open rate
- Ideas for upcoming newsletter:
 - Basalt SkiCo housing - public comment - transit - issue nimbyism, we have to get on board with density; priority for childcare
 - Hunt issues
 - 3 things - with input
 - One fun thing - aspen community talks - recycling center survey encouraging responses

IV. New business

V. Adjournment